

## **Guides and Notes for Overseas/Mainland Market Development Support Scheme (“MDSS”)**

You are required to:

- To read the information related to the MDSS before submitting your application.
- To study these Guides and Notes before submitting your application.
- To contact Hong Kong Cyberport Management Company Limited (“HKCMCL”) by phone or email when you have any queries in the application.

### **1 Application Criteria**

#### **1.1 Applicants must be:**

- a. A HKCMCL incubatees or grantees or alumni from the Cyberport Creative Micro Fund (“CCMF”) and/or Cyberport Incubation Programme (“CIP”) before the date of MDSS application; and
- b. A HKCMCL incubatees or grantees or alumni from CIP and CCMF who have not raised equal to or more than US\$10 million of funding in total.

#### **1.2 Applicants must be applying for joining Overseas and/or Mainland delegation mission organised, co-organised, recommended and supported by HKCMCL.**

#### **1.3 Applicants must have not received and will not receive funding granted by other publicly-funded organisations/programmes or other sources of sponsorship/donation which provide support to the same delegation mission and/or marketing exhibitions, and market development support and landing services. Such consideration is on the Projects, not on the individuals, shareholders and/or directors of the companies.**

Examples of publicly funded organisations/programmes are listed in Schedule attached.

#### **1.4 HKCMCL shall evaluate the applicant’s involvement in HKCMCL’s Community when considering the application. Applicants of MDSS should actively engage in the HKCMCL community and participate in past programmes and events organised by HKCMCL.**

#### **1.5 HKCMCL reserves the right, at their sole and absolute discretion, to define and decide on whether an applicant satisfies the requirement stated in 1.2, 1.3 and 1.4 above.**

## 2 Participation in other funding programmes

- 2.1 Applicants shall make a true, full and accurate disclosure of funding on the delegation missions and marketing exhibitions/conferences from all other publicly and/or privately funded programmes.
- 2.2 Applicants shall, at any time when requested, provide evidence of payments made or received in respect of such publicly and/or privately funded programmes.
- 2.3 Applicants shall inform HKCMCL immediately if there are any subsequent changes to the above information (and when requested, provide evidence of payments made or received in respect of such programmes after the date of submission).

## 3 MDSS Application Process

### 3.1 MDSS Sign-up

- (a) MDSS Sign-up is accepted year round and eligible applicants can sign up for MDSS before joining a delegation mission and/or marketing exhibition/conference.
- (b) All applicants shall observe the following when filling in the MDSS Sign-up Form (ECO.SF.010):
  - (i) Fill in the form in English;
  - (ii) Fill in Chinese information (if necessary) with traditional/simplified Chinese characters;
  - (iii) The form shall be signed by the director, a shareholder or authorized representative of the company; otherwise, it will not be processed.
  - (iv) Annual plan and potential claim list;
- (c) For new applicants, Sign-up Form (ECO.SF.010) with annual plan and potential claim list shall be submitted to HKCMCL by email to [mdss@cyberport.hk](mailto:mdss@cyberport.hk) at least 14 WORKING DAYS BEFORE the start date of the delegation mission or marketing exhibitions/conferences, landing and online/offline marketing services.

For events, landing service and online marketing service not included in the annual plan, the Sign-up Form with revised annual plan and potential claim list shall be submitted to HKCMCL by email to [mdss@cyberport.hk](mailto:mdss@cyberport.hk) at least 14 WORKING DAYS BEFORE the start date of the delegation mission or marketing exhibition/conference, landing and online/offline marketing services.

- (d) Upon receipt of the Sign-up Form, an acknowledgement will be sent to the applicant within 7 working days.
- (e) Result of application will be sent via email within 60 calendar days after satisfactory receipt of all required application information.
- (f) Final decision is subject to HKCMCL's evaluation.

### 3.2 Event pre-approved by Cyberport

- (a) HKCMCL shall promote the organised, co-organised and supported delegation missions and marketing exhibitions/conferences under MDSS to the Cyberport community. Recipients could review the list of events at <https://www.cyberport.hk/en/events> for reference. *(See Note 1)*

*Note 1:*

*Not all listed events are eligible events for reimbursement under MDSS scheme, please refer to the guideline for the details, i.e. Section 4.4*

- (b) Activities under MDSS may include Overseas/Mainland and local delegation missions and marketing exhibitions/conferences. The consideration is based on the effectiveness on market development and the market development need of the community.
- (c) Recipients can advise to add delegation missions and marketing exhibitions/conferences to be supported by MDSS by email. HKCMCL will evaluate the addition with the basis of the effectiveness of the delegation mission and marketing exhibitions/conferences on market development and the market development need of the community.

### 3.3 Business Expansion after MDSS Activities

- (a) Recipients are encouraged to make sure of the leads and resources acquired from the MDSS activities and set up their business in the designated locations.
- (b) Recipients can claim the eligible landing services as listed under Para 4.4 after such services incurred and paid and within the time frame stated in the Guides and Notes for MDSS.

## 4 Financial Assistance Claim

- 4.1 The financial assistance period lasts for 24 months from (i) the first activity namely delegation mission, marketing exhibition/conference and online/offline marketing services, or (ii) the first settlement of the landing service professional fee, whichever occurs earlier. The total reimbursement claims for each Recipient shall not exceed HK\$200,000.

Recipients shall submit their expense claims application within 60 calendar days after completion of the relevant delegation mission or marketing exhibition.

Claims on landing service professional fees and online marketing expenses shall be submitted within 60 calendar days after payment date.

Claim forms submitted outside this period will not be entertained.

- 4.2 For expenses incurred in foreign currency, reimbursement will be settled in HKD at the Hong Kong Association of Bank's prevailing exchange rate of the date of expense incurred.

## 4.3 The reimbursable percentages are as follows:

Activities	Reimbursable items (Please refer 4.4 for respective details)	Reimbursable Percentage	Reimbursable Amount
Overseas/Mainland delegation mission	a) Programme fee/ Exhibition fee b) Travel and accommodation expenses	Up to 75%	<u>Per delegation mission or marketing exhibition</u> a) Up to \$100,000 for North America, South America, Europe and Middle East regions; b) Up to HK\$40,000 for Asia Pacific regions including Mainland China and Japan
Overseas/Mainland marketing exhibition/conferences	a) Programme fee/ Exhibition fee b) Travel and accommodation expenses		
Local marketing exhibition for Overseas/Mainland market expansion	a) Programme fee/ Exhibition fee		HK\$40,000 per marketing exhibition
Landing services for Overseas/Mainland market expansion	c) Professional service expense for set-up of business in the designated location		<u>Per business set-up</u> a) Up to HK\$100,000 for North America, South America, Europe and Middle East regions; b) Up to HK\$40,000 for Asia Pacific regions including Mainland China, Japan and Hong Kong
Online/Offline Marketing Services for Overseas/Mainland market expansion	d) (i) Placement of advertisement on social media platforms and channels, targeting Mainland and/or overseas markets d) (ii) Live Streaming Services, targeting mainland and/or overseas markets d) (iii) Advertisements on printed trade publications in mainland and/or overseas markets (outdoor advertising, print media, television advertisements and radio ads) d) (iv) Video for corporate/product branding		Capped at HK\$100,000 per applicant during the entire MDSS financial assistance period

#### 4.4 Reimbursable items

##### (a) Programme/Exhibition fees

- (i) Eligible programme fee and exhibition fee are charged by the relevant organiser of the delegation mission or the marketing exhibition/conference upon successful registration to the programme or exhibition.
- (ii) Maximum number of people to be covered in each delegation mission and/or marketing exhibition/conference under MDSS is 4 persons.
- (iii) Eligible expenses include :
  - Translation and interpretation services for Overseas/Mainland market expansion

##### (b) Travel and accommodation expenses

- (i) Eligible items for reimbursement include travel and accommodation expenses for participating in the respective delegation mission and/or marketing exhibition/conference in the designated location.
- (ii) Travel and accommodation expenses are eligible for reimbursement only if it is not covered in the programme/exhibition fees.
- (iii) Eligible expenses include :
  - International/inter-state transportation for participating in the respective delegation mission or marketing exhibition/conference to the designated location for participating in the respective delegation mission or marketing exhibition/conference, excluding car rental.
  - Accommodation expenses for the stay in designated location for participating in the respective delegation mission or marketing exhibition/conference
- (iv) The maximum length of stay for eligible accommodation expense is the duration of the delegation mission or marketing exhibition/conference with no more than 7 extra days in total, before and after completion of the relevant delegation mission or marketing exhibition/conference.
- (v) Maximum number of people to be covered in each delegation mission and/or marketing exhibition/conference under MDSS is 4 persons. The attendees must be the founder, a director or a full-time staff of the company. Business cards of the attendees should be provided.
- (vi) Accommodation can be hotel/service apartment/apartment. Relevant agency fee, stamp duty, tax and legal fee are also reimbursable.

##### (c) Professional service expenses for set-up of business in designated location

##### Overseas/Mainland delegation missions/marketing exhibitions/conferences

- (i) For Overseas/Mainland delegation missions and marketing

exhibitions/conferences, eligible items for reimbursement include the expenses as listed in (c)iv that is necessary to set up business in the designated locations.

Local marketing exhibitions/conferences

- (ii) For local marketing exhibitions/conferences, eligible items for reimbursement include the expenses as listed in (c)iv that is necessary to set up business in Overseas/Mainland locations that the Recipient received the leads in the marketing exhibitions/conferences.
- (iii) Recipients shall provide name cards, email communications or invitations from the leads to set up business in the designated locations, so to prove that the business set-up is generated from the MDSS activities.

Eligible expenses include :

- (iv) Legal and professional services for setting up the business in the designated locations. (e.g. for non-disclosure agreement, service contract, intellectual property (IP) consultancy services (trademark or patent application), accounting, auditing, certification services and distributor service, etc.)
- (v) Expenses in relation to company registration
- (vi) Translation and interpretation services for Overseas/Mainland market expansion
- (vii) Certification cost to facilitate regional expansion in the benefit scope including Cybersecurity Certification (ISO/IEC 27001 and ISO/IEC 27002); SSL (Secure Sockets Layer) Certification for Domain URL; Certification Services endorsed by Hong Kong Quality Assurance Agency (HKQAA) including General Industry Certifications as following types of certification examples:
  - 1) Made in Hong Kong Certification
  - 2) The Hong Kong Safety Mark Certification Scheme
  - 3) Medical Equipment Certification Scheme
  - 4) Biodegradable Products Certification Scheme
  - 5) Eco Products Certification Scheme
  - 6) Standards from ISO, IEC, BSI, and ASTM, SOC 2

The eligible types of certifications set out above are not exhaustive. Recipients should consult the following organizations for the updated list of certification services.

- 1. HKQAA, [http://www.hkqaa.org/en\\_index.php](http://www.hkqaa.org/en_index.php)
- 2. Hong Kong Productivity Council, <https://www.hkpc.org/en>
- 3. Hong Kong Council for Testing and Certification (HKCTC) <https://www.hkctc.gov.hk/en/home/index.html>
- 4. Hong Kong Standards and Testing Centre - <https://www.stc.group/en>

- (viii) The following expenses are NOT eligible for reimbursement:

- Expenses in relation to company/corporate restructure

- Expenses in relation to compensation/ brokerage and agency fees for fund raising activities
- Expenses in relation to immigration services/investment visa application
- Trademark or patent registration and annual fee

(Remark: Expenses in relation to company/corporate restructure for fund raising activities is eligible.)

(d) Online/Offline Marketing Services for Overseas/Mainland market expansion

Eligible expenses include:

- (i) Placement of advertisement on social media platforms and channels, targeting mainland and/or overseas markets.
- (ii) Live Streaming Services, targeting mainland and/or overseas markets
- (iii) Advertisements on printed trade publications in mainland and/or overseas markets (outdoor advertising, print media, television advertisements and radio ads)
- (iv) Video for corporate/product branding
- (v) The following expenses are NOT eligible for reimbursement:
  - Expenses in relation to recruit commercial endorser/celebrity endorser/Key Opinion Leader (KOL) etc.
  - Video for product branding but contains only 1 product introduction

4.5 The Recipient shall always obtain quotations from supplier/service providers for financial claims (See Note 2) with the number of quotation specified as follows:

<u>Purpose of Reimbursement</u>	<u>Value of Goods/ Services</u>	<u>Minimum no. of Quotation</u>
a) Programme/Exhibition fees	---	No restriction
b) Travel and accommodation expenses	≤ HK\$10,000	No restriction
c) Landing service expense for set-up of business in designated location (See Note 4)		
d) Online/Offline Marketing Service	Above HK\$10,000	2 (See Note 3)

Note 2:

In particular for Landing Service expense, if the Recipient wishes to procure a service from a service provider who is **the only solution** to the required service, the Recipient may seek prior approval from HKCMCL for not fulfilling the quotation comparison requirement by email. In any event, HKCMCL shall always have its absolute discretion to accept or reject any claim submitted by the Recipient despite the approval of such a request. The Recipient shall bear its own risk to absorb all the expenses incurred.

Note 3:

The Recipient shall always select the lowest price offer. Second quotation should be quoted before the payment date of the claimed item. Failed to submit a valid second quotation, the corresponding claim item will not be reimbursed. Meanwhile, quotations for direct online marketing services on Google, Facebook, Instagram and LinkedIn are exempted.

Note 4: Split order for the same landing services, and travel and accommodation expenses for the same location in the same period are prohibited.

- 4.6 Recipients shall always observe the objectives of their business, and all claims submitted to HKCMCL shall be for the purpose of developing their business in newmarkets.
- 4.7 Ineligible expenses listed in 4.4 c(viii) above are for reference only and are not exhaustive. Recipients should consult with HKCMCL if they have any questions.
- 4.8 In addition to the above, the reimbursable items shall be expenses spent and paid by the Recipient with proof of payment.
- 4.9 To avoid double benefit, any expenditure or part thereof which is already funded by other Hong Kong Government financial grants (including but not limited to any other Cyberport programmes) shall not be permitted. The Recipient shall be fully responsible for any intentional duplicated reimbursement claims that may result in termination of the MDSS financial assistance.

#### 4.10 Claim Procedures

- (a) When submitting expense claims, the Recipient shall submit all necessary supporting documents together with the Expense and Post-Programme Evaluation Form (ECO.SF.020). These documents include, but not limited to, proof of payment (e.g. original receipts), and, if applicable, quotations and event attendance proof (Letter of Undertaking and Declaration of Conflict of Interest).
- (b) Only computer-printed expense claims form will be accepted. Handwritten forms will not be accepted.
- (c) Recipients shall submit their expense claims application within 60 calendar days after completion of the relevant delegation mission or marketing exhibition. For claims on landing service professional fees and online marketing expenses shall be submitted within 60 calendar days after payment date.
- (d) Recipients shall promptly provide all necessary information reasonably requested by HKCMCL in relation to their claim.
- (e) Payments, if eligible, will only be made to the Recipient and not any other person or company, within 40 working days after satisfactory receipt of all required documents.
- (f) HKCMCL shall always have its absolute discretion to accept or reject any claim submitted by the Recipients.

### 5 Probity Policy for Applicants/Recipients

#### 5.1 To ensure openness, fairness and integrity of MDSS, each applicant/Recipient shall:-

- (a) Observe the Prevention of Bribery Ordinance (Laws of Hong Kong, Cap. 201) and shall advise its employees, agents, subcontractors and other personnel who are in any way involved in its application/project (the "Personnel") that they shall observe the same and that they are not allowed to offer to or solicit or accept from any person any advantages as defined in the Prevention of Bribery Ordinance in relation to the application/project;
- (b) When doing business overseas and/or set up legal entities in foreign locations to



support local operations, all applicants are required to comply with anti-bribery laws and regulations in other jurisdictions when conducting business there or where applicable;

- (c) Not offer or give or agree to give any person employed by HKCMCL any gift or consideration of any kind as an inducement or reward for doing or forbearing to do or for having done or forborne to do any act in relation to the MDSS or for showing or for bearing to show favour or disfavour to any person in relation to the MDSS;
- (d) Promptly declare and notify HKCMCL in writing of any potential or actual conflict of interests upon becoming aware of the same. "Conflict of interest" shall include (but are not limited to) any situation where the private interest of an applicant/Recipient or its Personnel, conflict or compete, or may be expected to conflict or compete, with the role, duties and/or impartiality of such applicant/Recipient or Personnel under the MDSS (e.g. Any relative of any directors and/or employees working in HKCMCL);
- (e) Apply the programme prudently, efficiently and solely for the purpose of the project approved under the MDSS;
- (f) Abide by the principles of openness, fairness and competitiveness in the procurement of any goods/services in connection with the MDSS; and
- (g) Take all necessary measures (including by way of a code of conduct or contractual provisions) to ensure that its Personnel are aware of and comply with the requirements as set out in this provision.

## 6 Amendments

These Guides and Notes may be amended or supplemented by HKCMCL at any time without prior notice.

## 7 Enquiries

Any enquiries about the MDSS may be directed to Email: [mdss@cyberport.hk](mailto:mdss@cyberport.hk)

## **Schedule**

**Examples of Publicly Funded Organizations/ Programmes, including, but not limited to:**

### **Organisations**

Hong Kong Applied Science and Technology Research Institute (ASTRI)

Hong Kong Design Centre

Hong Kong Productivity Council (HKPC)

Hong Kong Science & Technology Parks Corporation

The Government of the Hong Kong Special Administrative Region

### **Programmes**

Dedicated Fund on Branding, Upgrading and Domestic Sales (the BUD Fund)

Design Incubation Programme (DIP)

Incu-App Programme

Incu-Bio Programme

Incu-Design Programme

Incu-Tech Programme

New Technology Training Scheme

Programmes by the Innovation and Technology Fund (ITF)

SME Export Marketing Fund

## **Schedule**

### **Examples of Supporting Documents for Financial Claims (non-exhaustive), including, but not limited to:**

#### Programme/Exhibition/Conference fees

- Signed Expense and Post-Programme Evaluation Form (ECO.SF.020)
- Invoice issued from the organiser
- Receipt issued from the organiser/Payment proof (bank statement/cheque copy/Credit card statement/ATM receipt) (mandatory)
- Exchange rate table (for non-HKD payment), please refer to <https://www.hkab.org.hk/ExchangeRateDisplayAction.do> , and use the average rate of the original currency between selling and buying TT on the payment/receipt day.

#### Travel and accommodation expenses *(refer to confirmation email if necessary)*

- Signed Expense and Post-Programme Evaluation Form (ECO.SF.020)
- Itinerary of the air ticket
- Boarding pass (mandatory)
- Business card of the participant(s)
- Leasing agreement (for apartment) stamped by appropriate government department
- Comparison quotation (if applicable)
- Invoice
- Official Receipt (mandatory) and proof of stay (mandatory)/Payment proof (bank statement/cheque copy/credit card statement/ATM receipt)
- Official VAT receipt (if applicable)
- Exchange rate table (for non-HKD payment)

#### Professional service expenses for set-up of business & Digital Marketing Service

- Signed Expense and Post-Programme Evaluation Form (ECO.SF.020)
- Comparison quotations (issued by agents if professional service)(one quotation if directly paid to social media platform or two quotations if hire an agent for providing digital marketing service)
- Invoice
- Receipt/Payment proof (bank statement/ cheque copy/credit card statement/ATM receipt) (mandatory)
- Exchange rate table (for non-HKD payment), please refer to <https://www.hkab.org.hk/ExchangeRateDisplayAction.do> , and use the average rate of the original currency between selling and buying TT on the payment/receipt day.

**Schedule**

- Service report (if any)
- Agreement (if any)